

ABSTRACT

A system and method for providing management of web content for a company website on a global basis. Web content is created in eXtensible Markup Language (XML) files from the relationship between objects on the physical page and the elements comprising the objects. The XML file is developed by defining page components, mapping the components on a page and indexing the page for future retrieval of the page. The file is then stored in a single database, as segments related to the page, for call-up by a user.

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